



2024 CHRISTMAS Parade

SUN, Dec. 8th @ 2:30^{PM}

Parade runs south on Jones Creek ending @ Tiger Bend Rd

Visit www.jcaba.org or call (225) 418-7999 for sponsorship or parade entry application.

Christmas on the Creek Grand Marshal
MAYOR DUSTIN YATES

SPONSORS



SPONSORS



GREATER BATON ROUGE FOOD BANK

Bring non-perishable food to give to the **GREATER BATON ROUGE FOOD BANK** shopping cart parade brigade or scan to donate



2024 Jones Creek Area Business Association 28th Annual Christmas Parade

Thank you for your interest in the JCABA Christmas Parade. There are several ways you can participate in, and support, one of the largest privately organized Christmas parades in the greater Baton Rouge Area.

Application Process:

1. Complete an application and submit it via email to events@jcaba.org. Once your application is approved, you will receive an email with payment information.
2. Or, if you prefer, drop off or mail the application to Red River Bank (address below). If paying by check, you can submit a check with your application. Once the application is approved the check will be cashed. If you would like to pay online, you can do so through a link sent in the approval email.

If you do not hear back within 3 business days, please contact Pat Marcello at 225-418-7999.

Deadlines:

Sponsorship	Friday, November 8, 2024
Parade Participation	Sunday, December 1, 2024 Late applications will be accepted with a \$50 fee until Thurs., Dec. 5 at noon.

Forms for:

Sponsorship
Sponsors participating in the parade
Parade Participants with Membership
Parade Participants Non-Members

Complete:

Pages 3-4
Pages 3-8
Pages 4-8
Pages 5-8

Two ways to submit an application:

1. Download the application at www.jcaba.org and submitting it to events@jcaba.org
2. **Applications can also be picked up and dropped off to**
Eileen Stradley
Red River Bank
5350 Jones Creek Rd, Baton Rouge, LA 70817

Questions?

Please contact Pat Marcello at events@jcaba.org or 225-418-7999

**Jones Creek Area Business Association
2024 CHRISTMAS PARADE
SPONSORSHIP APPLICATION**

\$350 SPONSORSHIP INCLUDES:

- Parade Entry Fee.
- 2025 Jones Creek Area Business Association Membership.
- VIP position in parade near front. (position will be determined by time of arrival)
- Identification on Parade Sponsor Banner in the parade.
- Identification on all publicity fliers.
- Identification during live promotional interview on morning TV broadcast(s).
- Identification on press releases.
- Identifications on JCABA Website.
- Identification on JCABA monthly Banner throughout the 2025 year.

Deadline for receipt of sponsorship application and payment is
Friday, NOVEMBER 8, 2024.

Name of Sponsor Business _____

(This is how the business will be identified on printed and broadcast media.)

Contact Person _____

Title: _____ Email Address _____

Work # (____) _____ Cell # (____) _____

Alternate Contact _____

Work # (____) _____ Cell # (____) _____

Will you be participating in the parade? (please circle) Yes No Not Sure

If you are participating, please also fill out the "Parade Entry" form.

Company logo in **High-resolution artwork (Vector file or at least 500kb)** must be submitted by Friday, Nov. 8th to David Deitch at info@graphicsourcebr.com to be included on sponsor forms and advertisement.

Logo or graphic questions: David Deitch (225) 755-6759

Sponsorship or Parade Questions: Pat Marcello (225) 418-7999

Jones Creek Area Business Association

www.jcaba.org

“Better Business For A Better Community

P.O. Box 86118, Baton Rouge, LA 70879

PRESIDENT ALEX SHELTON Louisiana National Bank (225) 490-2807	VICE PRESIDENT ANNETTE WILSON Magnolia Roots Realty (225) 270-7618	TREASURER EILEEN STRADLEY Red River Bank (225) 928-8284	SECRETARY LISA JOHNSON LDJ Consulting LLC (225) 384-5378
---	--	---	--

JCABA MEMBERSHIP APPLICATION ANNUAL DUES: \$75
Dues renew January 1st of each year.

2025 JCABA MEMBER INFORMATION

Business Name: _____

Owner(s) of Business: _____

Business Contact (if different from owner): _____ Birth Day & Month _____

Physical Business Address: _____ Zip: _____

Mailing Address: _____ Zip: _____

Email: _____ Website: _____

Business Phone: () _____ Cell Phone: () _____

Hours of Operation: _____

Description of your business for member directory (Please include services and/or products):

I give JCABA permission to notify me via phone, text, or email about events and information.

YES

No

Volunteers are vital to JCABA's success. How would you like to get involved? (Check all that apply)

Door prize for meeting or events

Membership Committee

Social Media Committee

Social or Special Events Committee

Christmas Parade Committee

Business Expo Committee

Advertising Team for JCABA Events

Other: _____

THANK YOU FOR SUPPORTING YOUR JCABA



28th ANNUAL CHRISTMAS PARADE
Theme: Christmas on the Creek
Sunday, December 8, 2024

Line Up: First Pentecostal Church, 2828 Jones Creek Road, 70816

All floats, marching groups, and participants can start lining up **AFTER 1:00pm**
(lot is used prior to that for church service parking)

Everyone must be lined up NO LATER than 2pm.

Parking: Space is very limited at the line up. Please drop off riders, groups, and all participants at the line up, then park cars at the end of the parade route at Jones Creek Rd. and Tiger Bend, if possible.

Float Decorating Contest: Floats and trailers must be decorated by 2:00pm, which is when judging begins. 1st, 2nd, and 3rd place ribbons will be awarded and winners will be recognized on the JCABA website.

Parade Route: North to South on Jones Creek Road, ending at Tiger Bend Rd.

Entry Fee: *NOTE: All Fees are NON-REFUNDABLE, even if parade is cancelled due to weather or any other circumstances*

\$100 JCABA 2024 Members: Confirm your membership at jcaba.org, under "Member Directory"

\$175 JCABA 2025 Members: Includes \$100 Parade Fee and \$75 Membership Fee.

New and Existing Members Complete the 2025 Member Application.

\$185 Non-Members

\$100 Boy and Girl Scout Troops: Membership not required or included.

\$350 2024 Parade Sponsors: Entry Fee and Membership Fees for 2025 are included.

If you have more than one (1) parade entry, each entry will be charged. These fees will apply towards parade insurance and police escorts as required by the city/parish.

Payment: Deadline for payment is Sunday, December 1, 2024. After Dec. 1st, a \$50 fee must be included. Applications will not be accepted after Thursday, December 5th at noon. Deadline for Sponsors is November 8, 2024.

Questions? Email events@jcaba.org

Call/Text Pat at (225) 418-7999.

PARADE ENTRY FORM

JCABA 28th ANNUAL CHRISTMAS PARADE Sunday, December 8, 2024

Deadline to enter is Friday, December 1, 2024. Applications received after December 1st will be required to pay a \$50 late fee. Entries will not be accepted past Noon on Thursday, December 5th.

Name of Business/ Group: _____
Address: _____ Zip: _____
Contact: _____ Cell Phone: _____
Email: _____ Work Phone: _____

Type: () Float () Single Vehicle () Truck/Trailer () Marching Band
() Dance Group () Walking Group () Other _____

Indicate Approximate # in group _____

Copy of driver's license and proof of insurance must be submitted with application for all vehicles.

CHECK APPLICABLE ENTRY TYPE

***NOTE: All Fees are NON-REFUNDABLE, even if parade is cancelled due to rain or other circumstances.**

_____ **\$100 JCABA 2024 Members.** Confirm your membership at jcaba.org, under "Member Directory"

_____ **\$175 JCABA 2025 Membership.** Includes \$100 Parade Fee and \$75 Membership fee for 2025.

_____ **\$185 Non-Members**

_____ **\$100 Boy and Girl Scout Troops:** Membership not required or included.

_____ **\$350 Parade Sponsorship 2024** Includes Entry Fee & Membership Fee for 2025. **Complete sponsorship form.**

_____ **TOTAL PAYMENT**

Have you participated in the JCABA Parade previously? ____ Yes ____ No

Description of float and organization for T.V. announcers to read: (5 lines only please):

JCABA Christmas Parade Rules

Drivers and entry contact person are responsible for implementing these rules for the safety of all. Please be aware that the rules outlined here are subject to change pending the finalization and binding of an upcoming insurance policy.

1. Please DO NOT arrive before 1:00pm on the day of the parade. The parking lot is used prior to that for church services.
2. Due to limited parking, please drop people off at the line-up and park at the end of the route at Jones Creek Rd. and Tiger Bend Rd. if possible.
3. **Floats and parade participants must be ready no later than 2:00pm** at First Pentecostal. The judging for the float decorating contest will begin at 2:00pm.
4. NO ALCOHOL and NO DRUGS.
5. ONLY the JCABA Santa will be allowed in the parade.
6. Drivers should remain focused on the speed of the parade and keep a safe and consistent distance from the float or vehicle in front of them. This will avoid delaying the parade and ensure the utmost safety for the driver and those around them.
7. Throw candy and beads far from the float to prevent the crowd from getting too close to moving vehicles. Please do not throw anything made of glass.
8. AT LEAST four (4) walkers are required per vehicle. AT LEAST two(2) on each side to keep the crowd away from the moving vehicles.
9. TV cameras will be located at Arrow Pest Control on the right side of the street a block before Coursey Blvd.
10. Please play appropriate music in keeping with family friendly atmosphere.

I acknowledge that I have read the above rules and take responsibility for informing all participants in my group.

(Printed Name)

(Signature)

(Date)

7

HAVE FUN AND MERRY CHRISTMAS!



"Better Business for a Better Community"

www.jcaba.org

Liability Waiver

I (print your name) _____ representing
(company/organization) _____

recognize the efforts of the organizers, officers, directors, and staff Jones Creek Area Business Association to put on the annual JCABA Christmas Parade to be held on December 8, 2024. I also recognize that participation in said parade include inherent risks of injury of damage to myself and to others. I further recognize and acknowledge that the organizers, officers, directors, and staff have not obtained insurance coverage for riders and participants in said parade. Therefore, in return for the privilege of participating in the JCABA Christmas Parade, I hereby give this, my unconditioned waiver of liability and hold harmless agreement, to and in favor of the Jones Creek Area Business Association together with all its organizers, officers, directors and staff.

By this act, I agree forever to release the Jones Creek Area Business Association and all its contractors, officers, directors, and staff from any and all liability for any injury or harm I or any member of said organization including any minor child may suffer as a result of participation in said parade or activities preparatory or subsequent thereto. This act shall bind me, as well as my heirs, family and assigns. This waiver and hold harmless shall apply in favor of the Jones Creek Area Business Association and all its contractors, officers, directors, and staff, regardless whose act, fault or negligence shall have led to any such injury, harm or damage. Furthermore, this waiver and hold harmless shall apply in favor of the Jones Creek Area Business Association and all its contractors, officers, directors and staff regardless of who might institute any claim or action arising from said parade or activities preparatory or subsequent thereto.

Signature: _____

Date: _____